From:	Bransten, Lisa (REC)
To:	RSilver; Aaron Fenton
Cc:	Laura Kerl; Ng, Beverly (REC); Melissa Buckminster; Madland, Sarah (REC)
Subject:	Embarcadero Media
Date:	Wednesday, April 16, 2025 5:11:00 PM
Attachments:	image001.png

Hi Aaron and Robbie and teams,

I wanted to let you all know that there have been a couple of media inquiries about the Embarcadero Project. Our public affairs team is on it in terms of developing responses and coordinating with the Office of Economic and Workforce Development and the Arts Commission as necessary and we will reach out to you/your teams as it is helpful to provide answers to reporters' questions. We will also do our best to let you know when these might appear, but as you know that is not always predictable.

Please feel free to reach out if you have questions or comments.

My best,
Lisa

Lisa Bransten
Director of Partnerships

San Francisco Recreation and Park Department | City & County of San Francisco
McLaren Lodge in Golden Gate Park | 501 Stanyan Street | San Francisco, CA | 94117

(415) 831-2704| lisa.bransten@sfgov.org

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From:	Goodwin, Eoanna (REC)
To:	Ginsburg, Phil (REC); Rudnick, Kelli (REC); Aaron Fenton; RSilver; Taupier, Anne (ECN); Bintliff, Jacob (ECN); Ng, Beverly (REC); Zorana Bosnic; Yonguk Kim; Brian Jencek; Roana Tirado
Cc:	Bransten, Lisa (REC); Bradley, Stacy (REC)
Subject:	Embarcadero Plaza - PGT Agenda and Notes
Date:	Wednesday, April 2, 2025 5:26:16 PM
Attachments:	2025.04.03_Embarcadero Plaza_ Project_Governance Team Agenda.pdf 2025.03.20_Embarcadero Plaza Project_PGT_NOTES.pdf

---

Hi All,

Please find attached the agenda for tomorrow's Project Governance Team meeting, along with the notes from the previous meeting. Looking forward to a productive discussion!

Best,

Eoanna

Eoanna Harrison Goodwin AIA, LEED AP BD+C
Project Manager, Capital and Planning Division
Pronouns: She/Her/Hers

San Francisco Recreation and Park Department | City & County of San Francisco
49 South Van Ness Avenue, Suite 1220 | San Francisco, CA 94103
(628) 652-6645 | eoanna.goodwin@sfgov.org

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From:	Goodwin, Eoanna (REC)
To:	Aaron Fenton; Rudnick, Kelli (REC); Bradley, Stacy (REC); Bransten, Lisa (REC); Ketcham, Dana (REC); Ng, Beverly (REC)
Subject:	Embarcadero Plaza - Project Delivery Agenda 5/19
Date:	Friday, May 16, 2025 8:26:28 PM

Embarcadero Plaza Project Delivery - Meeting Agenda

Date: May 19, 2025

Time: 1:00 PM – 2:00 PM

Location: Microsoft Teams

Agenda

1. **Welcome and Objectives** (5 min)
    a. Brief overview of meeting goals and key priorities.
2. **Stakeholder Updates** (20 min)
    a. Vaillancourt
        i. Agenda and goals
    b. Skateboarders
        i. Follow-up from meeting and email
    c. Preservationists
        i. SF Heritage: June 13 - Objectives and presentation roles
        ii. Docomomo
    d. All Stakeholder Meeting
        i. Goals, proposed date, logistics, invite list
        ii. Agenda items and facilitation roles
3. **CEQA** (15 min)
    a. Conditions Assessment review and key findings
    b. HRR determination
    c. Next steps: Scope of work and estimate
4. **Fountain Fencing** (5 min)
    a. Strategy, current status and proposed approach
5. **Upcoming Docomomo Picnic** – May 23 (5 min)
    a. Strategy
6. **Community Meeting #2** (5 min)
    a. Community Outreach strategy and timeline
    b. Coordination with partners – confirm date with DTSF, OEWD
7. **Next Steps and Action Items** (5 min)
    a. Summary of decisions and follow-ups
    b. Assignments and deadlines

Eoanna Harrison Goodwin AIA, LEED AP BD+C
Project Manager, Capital and Planning Division

Pronouns: She/Her/Hers

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(628) 652-6645 | eoanna.goodwin@sfgov.org

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From: Bransten, Lisa (REC)
To: RSilver; Aaron Fenton
Subject: Fundraising Planning
Date: Tuesday, May 6, 2025 10:09:00 AM
Attachments: image001.png

Hi Robbie and Aaron,

I'd like to set a meeting to check in on Embarcadero Fundraising and make sure we are all getting into alignment and setting some project milestones. Robbie if Sonia is available would be good to include her too but not urgent. Are you able to meet next week for an hour (either in person or virtually) in any of these windows?:

Monday 2pm to 4pm
Tuesday 4pm to 5pm
Wednesday 3pm to 5pm

Thanks,
Lisa

Lisa Bransten
Director of Partnerships

San Francisco Recreation and Park Department | City & County of San Francisco
McLaren Lodge in Golden Gate Park | 501 Stanyan Street | San Francisco, CA | 94117

(415) 831-2704| lisa.bransten@sfgov.org

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From:	Ginsburg, Phil (REC)
To:	Bransten, Lisa (REC); Goodwin, Eoanna (REC); Bradley, Stacy (REC); Aaron Fenton; Madland, Sarah (REC); Ng, Beverly (REC); Dennis-Phillips, Sarah (ECN); Taupier, Anne (ECN)
Subject:	Fw: Embarcadero Plaza Landslide Update, Virtual and In-Person Events, and New Alan Ward Portfolios
Date:	Tuesday, June 3, 2025 7:27:54 AM

Looks to me like the Cultural Landscape Foundation has now taken a position....

Get Outlook for iOS

From: The Cultural Landscape Foundation <news@email.tclf.org>
Sent: Tuesday, June 3, 2025 9:10 AM
To: Ginsburg, Phil (REC) <phil.ginsburg@sfgov.org>
Subject: Embarcadero Plaza Landslide Update, Virtual and In-Person Events, and New Alan Ward Portfolios

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The Cultural Landscape Foundation

Image

Garden Dialogue: Berkshires, MA

June 14

LAST CHANCE - Situated on 130 acres of previously fallow fields among the Greylock Mountain Range, Wagner Hodgson made the range a central design feature for an exceptional residential complex.

Read More

Image

What's Out There Cleveland Guide Expands

Discover more than 40 cultural landscapes, including the Cleveland Clinic (left) by landscape architect Peter Walker, which harmoniously draws upon both formal French gardens and Modernist minimalism.

Read More

Image

Landslide in Action: Alcatraz Island

September 25

Free webinar – Discover how the watershed Native American occupation (1969-71) inspired a national movement and how the event is commemorated on site today. LA CES courtesy of Victor Stanley.

Read More

Annual Silent Auction – Call for Submissions

Image

TCLF is seeking paintings, drawings, photographs, and rare books for this fall's auction, which will feature artwork by award-winning landscape architects, allied designers, photographers, and artists.

Read More

Image

Additions to the Alan Ward Portfolios

Discover the designs of Neolithic people that remain evident across Western Europe, including stones and shaped earth laid out in geometric patterns, which the photographer contends, “are works of landscape architecture."

Read More

Landslide in Action: Mississippi Levee

Image

June 25

Free webinar – Hear about one of the largest rebellions by enslaved people (1811) and other important protests along this Louisiana stretch of the river. LA CES courtesy of Victor Stanley.

Read More

Image

You Stepped Up!

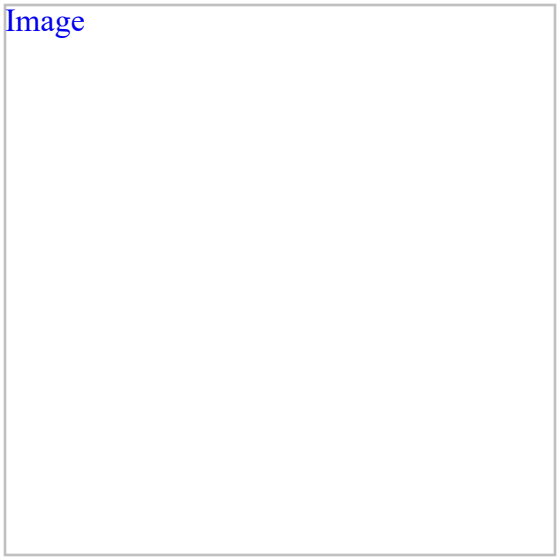
Thanks to 50 generous donors, the funding lost by the recent recission of an NEA grant has been replaced.

Read More

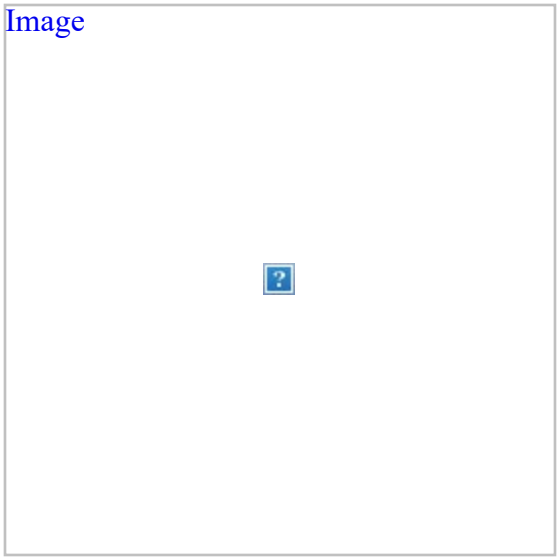
Garden Dialogue: Newport, RI

June 21

Register now for an exclusive tour of this stunning waterfront estate by its landscape architect Katherine Alexander Field and learn how she was inspired by its sweeping harbor and bridge views.



Read More



Landslide Update: Embarcadero Plaza

Watch a brief, documentary style video about the threatened Vaillancourt Fountain featuring historic and contemporary interviews with its designer, Armand Vaillancourt, and sign the petition advocating for its protection.

Read More

Don't Miss Out - ASLA Excursion: Southeast Louisiana

October 9

Image

Discover three stunning properties in the Mississippi River Basin where lost histories have been unearthed; includes a sumptuous *al fresco* lunch. This will sell out; don't wait. LA CES available.

Read More

Image

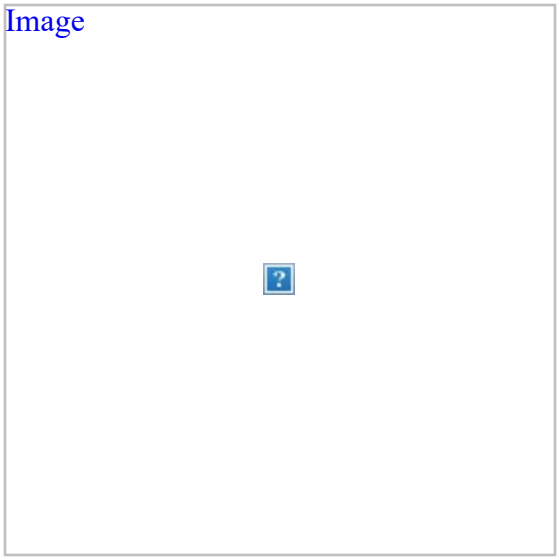
ASLA Fall Reception

October 10

A day after the ASLA excursion join TCLF for an intimate reception at New Orlean's Octavia Gallery to raise a glass in recognition of the impact and power of the landscape architecture profession and its practitioners.

Read More

Support The Cultural Landscape Foundation



Help support TCLF's education and advocacy initiatives. Donations, stock gifts, planned giving, and other contributions are essential to sustaining and advancing TCLF's mission.

Read More

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TCLF in the News

San Francisco's controversial monument, the Vaillancourt Fountain, could be facing demolition
Wallpaper

Developers threaten San Francisco's loved and loathed concrete colossus
Art Newspaper

Architecture nonprofits appeal to supporers as NEA grants get terminated
Architectural Record

Nonprofit architecture leaders sound off as National Endowment for the Arts grant cuts deepen funding crisis
Archinect

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A non-profit established in 1998, The Cultural Landscape Foundation® (TCLF) connects people to places. TCLF educates and engages the public to make our shared landscape heritage more visible, identify its value, and empower its stewards. **Learn More**

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The Cultural Landscape Foundation is a 501(c)(3) non-profit organization and relies on donations to support the many programs and initiatives that promote education about and stewardship of our shared landscape legacy.
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Washington, D.C. 20009

info@tclf.org

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From:	Bransten, Lisa (REC)
To:	Ginsburg, Phil (REC); Ng, Beverly (REC); RSilver; Aaron Fenton; Taupier, Anne (ECN); Goodwin, Eoanna (REC); Bintliff, Jacob (ECN)
Subject:	June 5 Embarcadero Plaza PGT Meeting
Date:	Tuesday, June 3, 2025 2:34:00 PM
Attachments:	2025.06.05_Embarcadero Plaza Project_PGT__Agenda.pdf image001.png

---

Hello all,

Attached is an agenda for this Thursday's Project Governance Team meeting. Unfortunately, for a variety of reasons, neither Phil, I or Bev are able to attend but Eoanna will hold down the fort for the RPD team and we can regroup Friday or next week on any open items.

Thanks so much.

My best,
Lisa

Lisa Bransten
Director of Partnerships

San Francisco Recreation and Park Department | City & County of San Francisco
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(415) 831-2704| lisa.bransten@sfgov.org

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From:	Bransten, Lisa (REC)
To:	Taupier, Anne (ECN); RSilver; Aaron Fenton
Cc:	Goodwin, Eoanna (REC); Ng, Beverly (REC); White, Staci (REC); Bintliff, Jacob (ECN)
Subject:	Next Community Meeting
Date:	Monday, May 19, 2025 2:25:00 PM
Attachments:	image001.png Embarcadero Initiative Structure.pdf

---

HI Embarcadero Team,

Happy Monday all. I'm reaching out to share that we are planning Community Meeting #2 on July 8 from 5:30 to 7:30. I will follow this email with a calendar invite to HOLD that time.

Second, in order to streamline initiative communications, I wanted to share/update everyone with the initiative structure. This is close to the structure we agreed to at the kick-off meeting and should help keep us on the same page in terms project design, construction and communication.

We are trying to keep all of these meetings more manageable and have the PGT meetings be an opportunity for the members (who are designated by the grant agreement) to be briefed on and weigh in on design (at a high level), policy and messaging direction. Please let me know if you have comments/additions.

Thanks,
Lisa

Lisa Bransten
Director of Partnerships

San Francisco Recreation and Park Department | City & County of San Francisco
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(415) 831-2704| lisa.bransten@sfgov.org

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From: Bransten, Lisa (REC)
To: Madland, Sarah (REC)
Cc: Ng, Beverly (REC)
Subject: RE: Embarcadero Media
Date: Thursday, April 17, 2025 2:45:00 PM
Attachments: image002.png
image003.png

This is from the grant agreement. We've had further conversation with the PR firm that the CBD hired and I can get you the contact there. I think Robbie wanted to handle, but is out on medical leave rn.

11. Contacts/Notices

RPD: 501 Stanyan Street, San Francisco, CA 94117

RPD Media and Public Relations	RPD Executive Lead	RPD Partnerships
Sarah Madland	Phil Ginsburg	Lisa Bransten
sarah.madland@sfgov.org	phil.ginsburg@sfgov.org	lisa.bransten@sfgov.org
415.831.2700	415.831.2700	415.831.2700

OEWD: 1 Carlton B. Goodlett Place, Rm. 448, San Francisco, CA 94102

OEWD Media Contact	OEWD Executive Lead	OEWD Development
Kate Patterson	Sarah Dennis-Phillips	Anne Taupier
kate.patterson@sfgov.org	sarah.dennis-phillips@sfgov.org	anne.taupier@sfgov.org
415-554-4669	415-554-7103	415-554-6969

BXPE: Two Embarcadero Center, Suite 300, San Francisco, CA 94111

Media Contact	BXPE Executive Lead
Laura Kerl	Aaron Fenton
lkerl@bxp.com	afenton@bxp.com
415-772-0700	415.772.0700

DSFP: 235 Montgomery Street, Suite 828, San Francisco, CA 94104

Media Contact	DSFP Executive Lead
	Robbie Silver
	rsilver@downtownsf.org
	415.634.2251

Lisa Bransten
Director of Partnerships

San Francisco Recreation and Park Department | City & County of San Francisco
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From: Madland, Sarah (REC) <sarah.madland@sfgov.org>
Sent: Thursday, April 17, 2025 11:06 AM
To: Branston, Lisa (REC) <lisa.branston@sfgov.org>; RSilver <RSilver@downtownsf.org>; Aaron Fenton <afenton@bxp.com>
Cc: Laura Kerl <lkerl@bxp.com>; Ng, Beverly (REC) <beverly.ng@sfgov.org>; Melissa Buckminster <melissa@downtownsf.org>
Subject: RE: Embarcadero Media

Thanks, Lisa. Can you let us know who we should work with on future media inquiries?

From: Branston, Lisa (REC) <lisa.branston@sfgov.org>
Sent: Wednesday, April 16, 2025 5:12 PM
To: RSilver <RSilver@downtownsf.org>; Aaron Fenton <afenton@bxp.com>
Cc: Laura Kerl <lkerl@bxp.com>; Ng, Beverly (REC) <beverly.ng@sfgov.org>; Melissa Buckminster <melissa@downtownsf.org>; Madland, Sarah (REC) <sarah.madland@sfgov.org>
Subject: Embarcadero Media

Hi Aaron and Robbie and teams,

I wanted to let you all know that there have been a couple of media inquiries about the Embarcadero Project. Our public affairs team is on it in terms of developing responses and coordinating with the Office of Economic and Workforce Development and the Arts Commission as necessary and we will reach out to you/your teams as it is helpful to provide answers to reporters' questions. We will also do our best to let you know when these might appear, but as you know that is not always predictable.

Please feel free to reach out if you have questions or comments.

My best,
Lisa

Lisa Branston
Director of Partnerships

San Francisco Recreation and Park Department | City & County of San Francisco
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(415) 831-2704| lisa.branston@sfgov.org

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From: Laura Kerl
To: Bransten, Lisa (REC)
Cc: Aaron Fenton
Subject: Re: Embarcadero Media
Date: Wednesday, April 16, 2025 6:28:22 PM
Attachments: image001.png
image001.png

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Thanks Lisa, are you able to share which outlets made the inquiries and what they're inquiring about so we can ensure we are prepared?

Laura
Sent from my iPhone

> On Apr 16, 2025, at 5:12 PM, Bransten, Lisa (REC) <lisa.bransten@sfgov.org> wrote:
>
> Hi Aaron and Robbie and teams,
>
> I wanted to let you all know that there have been a couple of media inquiries about the Embarcadero Project. Our public affairs team is on it in terms of developing responses and coordinating with the Office of Economic and Workforce Development and the Arts Commission as necessary and we will reach out to you/your teams as it is helpful to provide answers to reporters' questions. We will also do our best to let you know when these might appear, but as you know that is not always predictable.
>
> Please feel free to reach out if you have questions or comments.
>
> My best,
> Lisa
> **Lisa Bransten**
> Director of Partnerships
>
> San Francisco Recreation and Park Department | City & County of San Francisco
> McLaren Lodge in Golden Gate Park | 501 Stanyan Street | San Francisco, CA | 94117
>
> (415) 831-2704| lisa.bransten@sfgov.org

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From:	Laura Kerl
To:	Aaron Fenton; Sonia Banks; RSilver
Cc:	Bransten, Lisa (REC)
Subject:	RE: Fundraising Planning
Date:	Wednesday, May 7, 2025 11:52:14 AM
Attachments:	image001.png image002.png image004.png image005.png

---

Look forward to connecting on Monday!

Laura Kerl
Marketing Director

Two Embarcadero Center
San Francisco, CA 94111
(415) 772-0754
lkerl@bxp.com

From: Aaron Fenton <afenton@bxp.com>
Sent: Wednesday, May 7, 2025 10:50 AM
To: Sonia Banks <soniabanks@gmail.com>; Robbie Silver <RSilver@downtownsf.org>
Cc: Bransten, Lisa (REC) <lisa.bransten@sfgov.org>; Laura Kerl <lkerl@bxp.com>
Subject: RE: Fundraising Planning

+ Laura Kerl who may also be able to join, subject to jury duty.

I'll send the Teams invite

Aaron Fenton
SVP, Development

Two Embarcadero Center, Suite 300
San Francisco, CA 94111
(415) 772-0714
afenton@bxp.com

From: Sonia Banks <soniabanks@gmail.com>
Sent: Wednesday, May 7, 2025 10:42 AM
To: Robbie Silver <RSilver@downtownsf.org>

Cc: Bransten, Lisa (REC) <lisa.bransten@sfgov.org>; Aaron Fenton <afenton@bxp.com>
Subject: Re: Fundraising Planning

Monday at 2 pm works virtually.

Thank you,

Sonia

On Wed, May 7, 2025, 10:38 AM Robbie Silver <RSilver@downtownsf.org> wrote:

> Yes it does.
>
> @Sonia Banks does this work for you?
>
> Robbie Silver
> President & CEO
> Downtown SF Partnership
> www.downtownsf.org
>
> Sent from my phone, excuse any typos
>
> ---
>
> **From:** Bransten, Lisa (REC) <lisa.bransten@sfgov.org>
> **Sent:** Wednesday, May 7, 2025 10:28:07 AM
> **To:** Aaron Fenton <afenton@bxp.com>; Robbie Silver <RSilver@downtownsf.org>
> **Subject:** RE: Fundraising Planning
>
> Great.
>
> Robbie – Does 2pm on Monday work for you?
>
> **Lisa Bransten**
>
> Director of Partnerships
>
> San Francisco Recreation and Park Department | City & County of San Francisco
>
> McLaren Lodge in Golden Gate Park ¦ 501 Stanyan Street ¦ San Francisco, CA ¦ 94117

(415) 831-2704| lisa.branstен@sfgov.org

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From: Aaron Fenton <afenton@bxp.com>
Sent: Tuesday, May 6, 2025 10:16 AM
To: Bransten, Lisa (REC) <lisa.bransten@sfgov.org>; RSilver <RSilver@downtownsf.org>
Subject: RE: Fundraising Planning

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Great idea, especially give our allocations yesterday.

I'm free:

Monday 2-3pm

Tues 4-5pm

Wed 3-5pm

Aaron Fenton
SVP, Development

Two Embarcadero Center, Suite 300
San Francisco, CA 94111
(415) 772-0714

afenton@bxp.com

From: Bransten, Lisa (REC) <lisa.bransten@sfgov.org>
Sent: Tuesday, May 6, 2025 10:09 AM
To: RSilver <RSilver@downtownsf.org>; Aaron Fenton <afenton@bxp.com>
Subject: Fundraising Planning

Hi Robbie and Aaron,

I'd like to set a meeting to check in on Embarcadero Fundraising and make sure we are all getting into alignment and setting some project milestones. Robbie if Sonia is available would be good to include her too but not urgent. Are you able to meet next week for an hour (either in person or virtually) in any of these windows?:

Monday 2pm to 4pm

Tuesday 4pm to 5pm

Wednesday 3pm to 5pm

Thanks,

Lisa

Lisa Bransten

Director of Partnerships

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From:	Bransten, Lisa (REC)
To:	Aaron Fenton; Ginsburg, Phil (REC); Ng, Beverly (REC); RSilver; Taupier, Anne (ECN); Goodwin, Eoanna (REC); Bintliff, Jacob (ECN)
Subject:	RE: June 5 Embarcadero Plaza PGT Meeting
Date:	Tuesday, June 3, 2025 2:59:00 PM
Attachments:	image001.png image002.png

It's on my and Bev's priority list. Thank you for being patient. We are dealing with a couple things this week and want to make sure it hits all the right notes from the very beginning. Launch is important and we are on it.

Lisa Bransten
Director of Partnerships

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(415) 831-2704| lisa.bransten@sfgov.org

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From: Aaron Fenton <afenton@bxp.com>
Sent: Tuesday, June 3, 2025 2:38 PM
To: Bransten, Lisa (REC) <lisa.bransten@sfgov.org>; Ginsburg, Phil (REC) <phil.ginsburg@sfgov.org>; Ng, Beverly (REC) <beverly.ng@sfgov.org>; RSilver <RSilver@downtownsf.org>; Taupier, Anne (ECN) <anne.taupier@sfgov.org>; Goodwin, Eoanna (REC) <eoanna.Goodwin@sfgov.org>; Bintliff, Jacob (ECN) <Jacob.Bintliff@sfgov.org>
Subject: RE: June 5 Embarcadero Plaza PGT Meeting

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Sounds good. I think the immediate ask is to get us comments on our fundraising website by Thursday so we can make changes and launch Friday.

Aaron Fenton
SVP, Development

Two Embarcadero Center, Suite 300
San Francisco, CA 94111
(415) 772-0714
afenton@bxp.com

From: Bransten, Lisa (REC) <lisa.bransten@sfgov.org>
Sent: Tuesday, June 3, 2025 2:35 PM
To: Ginsburg, Phil (REC) <phil.ginsburg@sfgov.org>; Ng, Beverly (REC) <beverly.ng@sfgov.org>; RSilver <RSilver@downtownsf.org>; Aaron Fenton <afenton@bxp.com>; Taupier, Anne (ECN) <anne.taupier@sfgov.org>; Goodwin, Eoanna (REC) <eoanna.Goodwin@sfgov.org>; Bintliff, Jacob (ECN) <Jacob.Bintliff@sfgov.org>
Subject: June 5 Embarcadero Plaza PGT Meeting

Hello all,

Attached is an agenda for this Thursday's Project Governance Team meeting. Unfortunately, for a variety of reasons, neither Phil, I or Bev are able to attend but Eoanna will hold down the fort for the RPD team and we can regroup Friday or next week on any open items.

Thanks so much.

My best,
Lisa

Lisa Bransten
Director of Partnerships

San Francisco Recreation and Park Department | City & County of San Francisco
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